

# Moroccan Investment Development Agency

## Investment projects bank

### Project Teaser

*Construction of a cultural and historic resort in Meknes (Center Region)*



**AMDI 2013**

# Document History

## Document identification and management

**Document code**

**PT-29**

**Version**

**0.1**

**Sector**

**Tourism**

**Update date**

**Update operation**

**Document manager**

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## Overview

In order to ensure an effective promotion of investments in Morocco initiated by both local and foreign institutions, Invest in Morocco (the Moroccan Investment Promotion Agency) has created a projects/opportunities bank to facilitate the contacts between projects sponsors and their future partners.

Projects teasers will be also made available via Invest In Morocco's website and will help the prospective partners to get a global overview of the investment opportunity while ensuring the confidentiality required by the sponsor at initial stages.

If the prospective partner decides to go further in the opportunity analysis, he can ask Invest In Morocco to arrange him a meeting with the project sponsor.

In order to maximize the added value of the projects bank, the matchmaking process is not limited to strategic and financial partnerships but covers virtually all possible opportunities like commercial agreements, mergers & acquisitions, joint ventures, representation agreements...

We hope that this projects bank will help investors to develop strong relationships and enhance the value creation in all economic sectors.

# Project presentation

Summarized data	
Opportunity/Project	Construction of a cultural and historic resort
Industry/sector	Tourism
Project size (in Million MAD)	3 500 Million MAD (about 390 Million USD)
Project components	Hotels with historic themes, thermal therapy center, thematic restaurants, shops
Opportunity localization (city/region)	Meknes (Center area)
Project Target Return (IRR or ROI)	12%
Current project status (study/appraisal phase, initiation, operational)	Study/implementation phase

## **Key project facts (perspectives, sector outlook...) :**

- One of the promising tourist destinations in Morocco, the Center area (Meknes and neighboring region) presents an excellent growth potential with a market that could reach 3 Million tourists every year once enough attraction and lodging capacity is implemented. Tourism alone is expected to generate annual revenues of more than 2 Billion USD for the region's economy ;
- The project location benefits also from many advantages: an "imperial city" with a very rich history, a strategic location in the center of Morocco, a climate allowing outside activities during all the year, developed agriculture and handicraft activities and an excellent natural landscape praised by local and international tourists in addition to the availability of land and air connections ;
- The project concept will complement the existing handicraft offer and implement the sustainable development dimension of the tourism strategy. It will cover a total area of 200 hectares.

## Project initiator/sponsor

	Summarized data
<b>Main businesses/activities</b>	Tourism development within the strategic vision set by Moroccan Government
<b>Institution type (company, fund, holding...)</b>	Public agency
<b>Size (average revenues in MAD)</b>	
<b>Origin of capital (Moroccan, Foreign, Mixed)</b>	Moroccan

### **Key project sponsor facts (performances, positioning, expertise...) :**

- After a successful launch of the first sea front resorts, the sponsor is looking to expand the concept to many touristic areas by designing and supervising the development of dedicated and customized resorts in all the regions with a promising tourist attraction potential. The sponsor is tasked within this framework to play the role of the development PMO (Project Management Office) on behalf of the Moroccan Government ;
- The key trigger of this huge resort development program is the strategic vision set in order to reach 20 Million tourists and to increase capacity to 375 000 beds by 2020 ;
- The development model of the sponsor relies selecting site developers amongst investor with solid track record and signing development agreements with them. Agreements are detailed enough to guide the site development process and represent real master plans. Investors also qualify to benefit from general and special tax and financial incentives.

# Seeked partnership

	Summarized data
<b>Possible or sought partnership(s)</b>	Joint Venture
	Sleeping Partner (minor share ownership without active management role)
	Joint SPV controlled by the external partner
	Shares acquisition
	Company acquisition or diversiture
<b>Special conditions for the partnership</b>	<b>X</b> Others: Investors and developers
	<b>• Investors with recognized expertise and track record in developing and managing resorts</b>
	<b>• Solid financial situation and technical know-how</b>
<b>Next steps</b>	<b>• Discussing the partnership conditions</b>
	<b>• Issuing requests for proposals</b>
	<b>• Finalizing contracts</b>

## **Expected partnership benefits:**

- The project will offer an attractive cultural and historic resort in one of the promising tourist destinations in Morocco;
- The project will also have unique advantages with focus set on handicraft and cultural activities ;
- Future investors will benefit from an incentive package offered by the Moroccan Government within investment agreements and including tax and financial incentives. Finally, the site will benefit from a regular tourists flow given the good connections and the intensified promotion and marketing efforts carried out by the Tourism Office, especially in new markets.

**For next steps or more details about the current document,  
please contact the Matchmaking Manager:**

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